

DEC 29 1924 /

©CLL 20966 ✓

✓ A MAN MUST LIVE ✓

Photoplay in 7 reels ✓

Based on "The Jungle Law" by

I.A.R. Wylie

Directed by Paul Sloane.

Author of the Photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

"A Man Must Live" Is 7 Reels—6,116 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present

RICHARD DIX

in

"A MAN MUST LIVE"

Based on "Jungle Law" by I. A. R. Wylie. Screenplay by James Ashmore Creelman. Directed by Paul

A Paramount Picture

PURPOSE: To Help You Sell the Picture

"A MAN MUST LIVE" SHOULD ADD FRIENDS RICHARD DIX HAS

Dix Screen's First Real Reporter in 'A Man Must Live'

Star's Second Production of Paramount's Famous Forty Due Here

THE screen's first real news—paper reporter.

That's Richard Dix's role in his latest Paramount starring picture, "A Man Must Live," which opens at the.....Theatre on.....next. In the picture he uses neither pencil nor notebook, for, as Dix remarked himself, "Every reporter I ever met, and I know many of them, usually went out on an assignment and had to borrow a pencil from the man he went to interview."

"A Man Must Live" is an adaptation of the story, "Jungle Law" by I. A. R. Wylie. Where "Manhattan" was the kind of a picture to make you laugh, this is one that puts a lump in your throat. With the theme of the law of the jungle—eat or be eaten—applied to everyday people the story carries interest from the first reel to the last.

Dix's role is that of Geoffrey Farnell, returned World War veteran who gets a job as a reporter on Job Hardecastle's paper—one of those sheets that thrive on the misfortunes of others. Jeff has a soft heart and feels kindly toward the world even though he did get a rough deal.

Hardecastle gives him his last chance to make good when he sends him on a story about the famous "Mops" Collins, once the toast of Broadway. Farnell finds her dancing in a dingy cabaret. She is ill and Jeff, reporting failure to his paper, cares for her. Farnell is fired, Mops gets worse and Jeff gets broke. He pleads for aid from Hardecastle promising to bring in a story within a week that will fairly burn up the presses.

While in the city court, Jeff recognizes his pal of the war, Clive Ross-Fayne, whom he thought dead. Here is his story! Son of a well known family caught in a dope ring!

Torn between loyalty to his friend and the necessity to live, what happens? The picture

WORLD WAR HERO, BELIEVED LOST, DISCOVERED IN POLICE COURT

Son of Prominent Parents, Decorated with Congressional Medal of Honor He Won in France, Must Answer to Serious Charges.

Recognized by Reporter Who Served with Him on the Other Side—Young Clive Ross-Fayne's Memory a Complete Blank—Can Tell Nothing to Save Himself

ONE of the strangest cases on record of an unfortunate returned World War veteran is that of young Clive Ross-Fayne, believed to have been killed in France, who was discovered in court here today brought up to answer charges of being implicated in a dope-ring case.

Young Fayne, despite several weeks' growth of beard, was recognized by a reporter of this paper who served with the millionaire on the other side. To make matters worse, Fayne's memory is completely gone as a result of a head wound. He is ignorant of his own identity, neither admits guilt, nor is able to defend himself against the charges. Only recently the Ross-Faynes were decorated with the Congressional Medal of Honor won by their son for an act of heroism on the field of battle.

Geoffrey Farnell, now on the staff of this paper, is responsible for bringing to light this most important bit of news. Farnell claims to have been with Ross-Fayne in France when he fell—a small, half-buried wooden cross marks the spot.

Farnell and Fayne were bosom friends at college, inseparable buddies in the Great War and it is reported that Farnell is about to announce his engagement to pretty Eleanor Ross-Fayne, Clive's sister.

Farnell, out on an assignment, ambled more or less aimlessly into the court room—and right into the biggest story that has ever appeared in these columns. He claims that from his first glimpse of Fayne there wasn't the slightest doubt in his mind as to his identity. His first thought, naturally, was that here was the big opportunity he was waiting for; here was his chance to put over something real big. Result: this story.

It is the opinion of Farnell's friends that with this story all Jeff's hopes for an early marriage with Eleanor Ross-Fayne have gone up in smoke.

Did he let his news sense get the better of personal feeling? Well, "A

FILM FACTS

Star

RICHARD DIX. Remember "Manhattan?" That was Dix's first production as a full-fledged star and it left the fans crying for more. Now Paramount comes back with "A Man Must Live." To say that it is better than "Manhattan" is praise indeed, but that's just what it is.

Director

Paul Sloane. "A Man Must Live" is his first work as a director. Sloane is a veteran scenario writer. For years he has watched picture after picture take shape before his eyes and it was only natural for him to be able to "take hold" himself. With "A Man Must Live" it is a case of a new director directing a new star—result: something new in the line of screen entertainment.

Author

"A Man Must Live" is a picturization of the Good Housekeeping Magazine serial, "Jungle Law," by I. A. R. Wylie.

Scenarist

James Ashmore Creelman

Cameraman

Hal Rosson, who "shot" Dix's first picture, also "The Story Without a Name" and others.

Support

Jacqueline Logan and Edna Murphy head a strong cast which includes George Nash, Charles Beyer, Dorothy Walters, William

Here's a real story that will give you a new idea of the trouble for Richard Dix in "A Man Must Live" is a regular newspaper style.

It is about this story that the entire theme of the picture is woven—how Dix is forced by necessity to give it to his paper.

Use it as a throw away.

returns, gets a job on a scrupulous newspaper and out after some "live" covers his pal, his memory completely gone, up on a court of justice.

The reporter, with his name, realizes that of his pal or himself the story to his paper he discovers that the life won't be worth the story is printed of the girl he loves a sudden change. right the wrong and that's the story of "A Man Must Live".

There's a delightful running through

Box-Office Value

Richard Dix in his second Paramount starring production, "A Man Must Live." That's about all you'll have to say to pack 'em in. Everyone who has heard of "Manhattan" will be on hand for "A Man Must Live." To the fans Dix means blooming action, thrills, genuine entertainment.

Big Scenes

The picture opens in one of New York's big hotels where a dance is being given by Dix's regime just before its departure from France. There are some great comedy scenes in this sequence where Dix keeps slipping through the window to his business.

The episode at the home where Dix goes to get a picture for his paper, is a fine scene. Then, too, the newspaper office shots are the real thing. Then there is the squalid boarding house where Dix lives—at him and Mops Collins, once a gay care-free young woman of the world, now broken in health and utterly dejected.

The courtroom scene where t

SHEET

Adolph Zukor and Jesse L. Lasky present
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in
"A MAN MUST LIVE"
Based on "Jungle Law" by I. A. R. Wylie. Screen play by
James Ashmore Creelman. Directed by Paul Sloane
A Paramount Picture

POSE: To Help You Sell the Picture to the Public.

WULD ADD THOUSANDS TO THE
DIX HAS MADE SINCE "MANHATTAN"

EVERED LOST
OLICE COURT

PUTTING IT
OVER RIGHT

Dix's Second Star Picture
Produced by Paul Sloane, His
First as Paramount Director

Here's a real story—the story that no end of trouble for Richard Dix in "A Man Must Live" gotten up in regular newspaper style.
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returns, gets a job in a none too scrupulous newspaper out after some "life" and while discovers his pal, his "stuff" disappears completely gone, up on memory charges before a court of justice.
The reporter, without a cent to his name, realizes that it is a case of his pal or himself so he offers the story to his paper. But when he discovers that the man whose life won't be worth a nickel after the story is printed is the brother of the girl he loves, things take a sudden change. He tries to right the wrong he has done—and that's the story of "A Man Must Live".
There's a delightful love inter-est running through out.

Box-Office Value
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The episode at the home where Dix goes to get a picture for his pal, is a fine scene. Then, too, the newspaper office shots are the real thing.
Then there is the squalid boarding house where Dix lives—and the scenes between him and Mops Collins, once a gay care-free young woman of the world, now broken in health and utterly dejected.
The courtroom scene where the star recognizes one

No doubt about Richard Dix's drawing power now, after "Manhattan."
Here's his second starring production of Paramount's Famous Forty which is even better than the first.
"A Man Must Live" is a picture on which no matter how many or what kind of stores there are in your town there's a tie-up possible.
Furniture shops — "A MAN MUST LIVE—and why not live comfortably while you're about it? See.....before furnishing your new home."
Automobile stores, employment agencies and all the rest.
Run an ad something like this in the classified columns of the papers—
"Situation wanted—male. Anything. Not afraid of hard work. A Man Must Live. (Signed) Geoffrey Farnell, c/o.....Theatre."

The Herald on this production is something your patrons are going to take home with them and read. It shows how shadow-graphs are made. You can bet your life they'll try to make them, too.
Tie up with all organizations whose work it is to secure positions for World War veterans.
Get newspaper reporters to attend a showing of the picture and compare their own experiences with those of the star in a story in the paper.
Give free tickets to veterans attending the production in uniform. Extra tickets for those who can produce proof that they have received decorations on the field of battle.
Newspaper teaser: "Eat or be eaten; kill or be killed."
The law of the jungle.
"A Man Must Live" is Paul Sloane's first directorial effort and

Adapted from "Jungle Law" by I. A. R. Wylie—Jacqueline Logan, Edna Murphy Head Supporting Cast

RICHARD Dix has come through! —and if you've the slightest doubt about it just look up the box-office records of "Manhattan," his first starring picture for Paramount. "A knockout; a wow!" said everyone. And the same goes for "A Man Must Live" which, if anything, has "Manhattan" beaten seven different ways.
The picture is an adaptation by James Ashmore Creelman of the story, "Jungle Law," by I. A. R. Wylie, directed by Paul Sloane who makes his debut as a screen director with this production.
Jacqueline Logan, who had the feminine lead opposite Dix in "Manhattan," heads the cast in this one also. Edna Murphy lends additional charm in a prominent role. Paramount has given Dix a real cast for this one!
"A Man Must Live" deals with the struggles of a young reporter who tries to practice the philosophy of gentleness in a world that is ruthless and cruel. He discovers that the law of the jungle succeeds in the city as well as in the jungle.
Here is a story that demands the best of Richard Dix—a story to which he has given the best that is in him.

Cast	
Geoffrey Farnell.....	RICHARD DIX
"Mops" Collins.....	Jacqueline Logan
Job Hardcastle.....	George Nash
Eleanor Ross-Fayne.....	Edna Murphy
Clive Ross-Fayne.....	Charles Beyer
Mrs. Jaynes.....	Dorothy Walters
Cabaret Owner.....	William Ricciardi
Tod Cragge.....	Arthur Housman
Ross-Fayne	Lucius Henderson
Mrs. Ross-Fayne.....	Jane Jennings

Story in Brief

ON the eve of his departure for France with the first of America's volunteers during the World War. Geoffrey Farnell meets Eleanor Ross-Fayne at a dance in a New York hotel. In short order Jeff and Eleanor become great friends, but she is caught up into a dance by an admirer before he can learn that she is the sister of an old college chum who is now a fellow officer, Clive Ross-Fayne. Gaily Clive and Jeff set out for the great adventure.
Time brings many changes. Jeff returns, but Clive has apparently paid the supreme sacrifice—died a hero. In New York again

That's Richard Dix's part in the latest Paramount starring picture, "A Man Must Live," which opens at the..... Theatre on..... next. In the picture he uses neither pencil nor notebook, for, as Dix remarked himself, "Every reporter I ever met, and I know many of them, usually went out on an assignment and had to borrow a pencil from the man he went to interview."

"A Man Must Live" is an adaptation of the story, "Jungle Law" by I. A. R. Wylie. Where "Manhattan" was the kind of a picture to make you laugh, this is one that puts a lump in your throat. With the theme of the law of the jungle—eat or be eaten—applied to everyday people the story carries interest from the first reel to the last.

Dix's role is that of Geoffrey Farnell, returned World War veteran who gets a job as a reporter on Job Hardecastle's paper—one of those sheets that thrive on the misfortunes of others. Jeff has a soft heart and feels kindly toward the world even though he did get a rough deal.

Hardecastle gives him his last chance to make good when he sends him on a story about the famous "Mops" Collins, once the toast of Broadway. Farnell finds her dancing in a dingy cabaret. She is ill and Jeff, reporting failure to his paper, cares for her. Farnell is fired, Mops gets worse and Jeff gets broke. He pleads for aid from Hardecastle promising to bring in a story within a week that will fairly burn up the presses.

While in the city court, Jeff recognizes his pal of the war, Clive Ross-Fayne, whom he thought dead. Here is his story! Son of a well known family caught in a dope ring!

Torn between loyalty to his friend and the necessity to live, what happens? The picture brings it all to the screen at the.....within the next few days.

A splendid cast assists Dix in putting this story across. Jacqueline Logan plays "Mops" and Edna Murphy is Eleanor Ross-Fayne, Clive's sister, in love with Jeff. Others are George Nash, Charles Beyer and William Ricciardi.

Dix comes through like a million in this one. "A Man Must Live" is a picture!

Jacqueline Logan Leading Woman in Dix's Latest

Jacqueline Logan, who played opposite Richard Dix in his first starring production for Paramount, "Manhattan," again heads the cast of "A Man Must Live," Dix's latest which opens next.....at the.....

"A Man Must Live" is the first work for the screen as a director of Paul Sloane, veteran Paramount scenarist. The story presents the star in the role of a newspaper reporter.

Edna Murphy also has a prominent role in support. Others include George Nash, Charles Beyer, Dorothy Walters, William Ricciardi, Arthur Housman, Lucius Henderson and Jane Jennings.

"A Man Must Live" was adapted for the screen by James Creelman from I. A. R. Wylie's story, "Jungle Law."

Recognized by Reporter Who Served with Him on the Other Side—Young Clive Ross-Fayne's Memory a Complete Blank—Can Tell Nothing to Save Himself

ONE of the strangest cases on record of an unfortunate returned World War veteran is that of young Clive Ross-Fayne, believed to have been killed in France, who was discovered in court here today brought up to answer charges of being implicated in a dope-ring case.

Young Fayne, despite several weeks' growth of beard, was recognized by a reporter of this paper who served with the millionaire on the other side. To make matters worse, Fayne's memory is completely gone as a result of a head wound. He is ignorant of his own identity, neither admits guilt, nor is able to defend himself against the charges. Only recently the Ross-Faynes were decorated with the Congressional Medal of Honor won by their son for an act of heroism on the field of battle.

Geoffrey Farnell, now on the staff of this paper, is responsible for bringing to light this most important bit of news. Farnell claims to have been with Ross-Fayne in France when he fell—a small, half-buried wooden cross marks the spot.

Farnell and Fayne were bosom friends at college, inseparable buddies in the Great War and it is reported that Farnell is about to announce his engagement to pretty Eleanor Ross-Fayne, Clive's sister.

Farnell, out on an assignment, ambled more or less aimlessly into the court room—and right into the biggest story that has ever appeared in these columns. He claims that from his first glimpse of Fayne there wasn't the slightest doubt in his mind as to his identity. His first thought, naturally, was that here was the big opportunity he was waiting for; here was his chance to put over something real big. Result: this story.

It is the opinion of Farnell's friends that with this story all Jeff's hopes for an early marriage with Eleanor Ross-Fayne have gone up in smoke.

Did he let his news sense get the better of personal feeling? Well, "A Man Must Live!"

The trial, which is scheduled for next.....at the..... Theatre, ought to bring about some startling revelations.

What Others Think of "A Man Must Live"

short story writers, contributors to the Saturday Evening Post and Colliers, paid a visit to the Paramount Long Island studio during the filming of Richard Dix's new picture, "A Man Must Live," and expressed themselves in enthusiastic terms about the production which they viewed in rough form.

The first, William Almon Wolff, said, "I am especially interested in the fine way the story values are kept in the picture. The punch of the original story is maintained throughout and I got a great kick out of Dix. I think he does great work. It is a fine picture."

The other, William McHarg, had this to say about "A Man Must Live," "It is a peach of a picture and has some of the greatest scenes I ever saw on the screen. The picture is superb all the way through."

"A Man Must Live," which will be shown on.....at the..... Theatre next....., is sure a humdinger. Remember "Manhattan?"

Jacqueline Logan, Edna Murphy appear in support of the star. Others are George Nash, Charles Beyer, Lucius Henderson and Jane Jennings.

FILM FACTS

Star

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Director

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Scenarist

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Cameraman

Hal Rosson, who "shot" Dix's first picture, also "The Story Without a Name" and others.

Support

Jacqueline Logan and Edna Murphy head a strong cast which includes George Nash, Charles Beyer, Dorothy Walters, William Ricciardi, Arthur Housman, Lucius Henderson, Jane Jennings.

Type of Story

Fine romantic - drama with "newspaper office" atmosphere. A veteran of the World War "buries" his pal on the other side,

is forced by necessity to his paper. Use it as a throw away.

returns, gets a job in a none too scrupulous newspaper and while out after some "live stuff" discovers his pal, his memory completely gone, up on charges before a court of justice.

The reporter, without a cent to his name, realizes that if so he offers of his pal or himself the story to his paper. But when he discovers that the life won't be worth a nickel after the story is printed, is the brother of the girl he loves, things take a sudden change. He tries to right the wrong he has done—and that's the story of "A Man Must Live."

There's a delightful love interest running through it.

Box-Office Value

Richard Dix in his second Paramount production, "A Man Must Live." That's about all you'll have to say to pack 'em in. Everyone who has heard of "Manhattan" will be on hand for "A Man Must Live." To the fans Dix means blood-curdling action, genuine entertainment.

Big Scenes

The picture opens in one of New York's big hotels where a dance is being given by Dix's regiment just before its departure for France. There are some great comedy scenes in slipping food where Dix keeps w to his buddies outside. The Ross-Fayne episode at the home where Dix goes to get a picture for his newspaper scene. Then, too, the office shots are the squalid boarding house where him and Mops the scenes between gay care-free Collins, once a young woman of the world, now broken in health and rejected.

The courtroom scene where the star recognizes one of the men up for trial as his pal, believed to have been killed in France, is another big scene in "A Man Must Live." It's a case of a right after another Must Live."



Richard Dix, Jacqueline Logan and George Nash in Paramount Picture "A Man Must Live"

Three-column Production Mat 3P

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Then there is the squalid boarding house where Dix lives—and him and Mops Collins, once a gay care-free young woman of the world, now broken in health and utterly dejected.

The courtroom scene where the star recognizes one of the men up for trial as his pal, believed to have been killed in France, is another of the many big punches in "A Man Must Live." It's a case of right after another in "A Man Must Live."

Here's his second starring production of Paramount's Famous Forty which is even better than the first.

"A Man Must Live" is a picture on which no matter how many or what kind of stores there are in your town there's a tie-up possible.

Furniture shops — "A MAN MUST LIVE—and why not live comfortably while you're about it? See.....before furnishing your new home."

Automobile stores, employment agencies and all the rest.

Run an ad something like this in the classified columns of the papers—
"Situation wanted—male. Anything. Not afraid of hard work. A Man Must Live. (Signed) Geoffrey Farnell, c/o.....Theatre."

The Herald on this production is something your patrons are going to take home with them and read. It shows how shadow-graphs are made. You can bet your life they'll try to make them, too.

Tie up with all organizations whose work it is to secure positions for World War veterans.

Get newspaper reporters to attend a showing of the picture and compare their own experiences with those of the star in a story in the paper.

Give free tickets to veterans attending the production in uniform. Extra tickets for those who can produce proof that they have received decorations on the field of battle.

Newspaper teaser: "Eat or be eaten; kill or be killed."

The law of the jungle.

"A Man Must Live" is Paul Sloane's first directorial effort and it speaks eloquently for him.

The big scenes carry a mighty wallop and Dix's performance in this picture will set him solidly as one of the biggest stars of the screen today.

Dix is going to be more popular than ever after this one.

Murphy Head Supporting Cast

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—and if you've the slightest doubt about it just look up the box-office records of "Manhattan," his first starring picture for Paramount. "A knockout; a wow!" said everyone. And the same goes for "A Man Must Live" which, if anything, has "Manhattan" beaten seven different ways.

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Cast

Geoffrey Farnell.....	RICHARD DIX
"Mops" Collins.....	Jacqueline Logan
Job Hardcastle.....	George Nash
Eleanor Ross-Fayne.....	Edna Murphy
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Story in Brief

ON the eve of his departure for France with the first of America's volunteers during the World War. Geoffrey Farnell meets Eleanor Ross-Fayne at a dance in a New York hotel. In short order Jeff and Eleanor become great friends, but she is caught up into a dance by an admirer before he can learn that she is the sister of an old college chum who is now a fellow officer, Clive Ross-Fayne. Gaily Clive and Jeff set out for the great adventure.

Time brings many changes. Jeff returns, but Clive has apparently paid the supreme sacrifice—died a hero. In New York again Jeff gets an ill-paying job on a none too scrupulous newspaper. The editor sends him to get a snappy story on "Mops" Collins, once a dashing young woman of three divorcees, now poor and dancing in a cheap cafe. Jeff takes her to the shelter of his own rooming house, though he is barely making enough to keep his own body and soul together.

Jeff reports failure to his paper and is dismissed. It is then that he realizes that the law of the jungle—eat or be eaten; kill or be killed, is also the law of man. Remembering Mops' dependence upon him, he pleads for some money and promises a live story.

Days of hopeless scavenging for some news bring Jeff, penniless, stumbling into a court room where men are being held in a dope ring case. Jeff recognizes one of them as Clive Ross-Fayne, believed to have died heroically on the other side. The prisoner, however, is ignorant of his own identity, having lost his memory from a head wound. Jeff leaves quietly. He rushes to Hardcastle, the editor, and promises him the Ross-Fayne story and goes to the Ross-Fayne home for Clive's photo, explaining that he wants it for a war-hero series his paper is running. He finds the family in straitened financial circumstances but most hospitable. Jeff is almost swept off his feet when Eleanor, the girl he met before he left for France, is presented as Clive's sister.

After a night of torment, Jeff telephones Hardcastle that he must drop the story; it is untrue. The editor craftily agrees with him, secretly planning to run the story while Jeff is away.

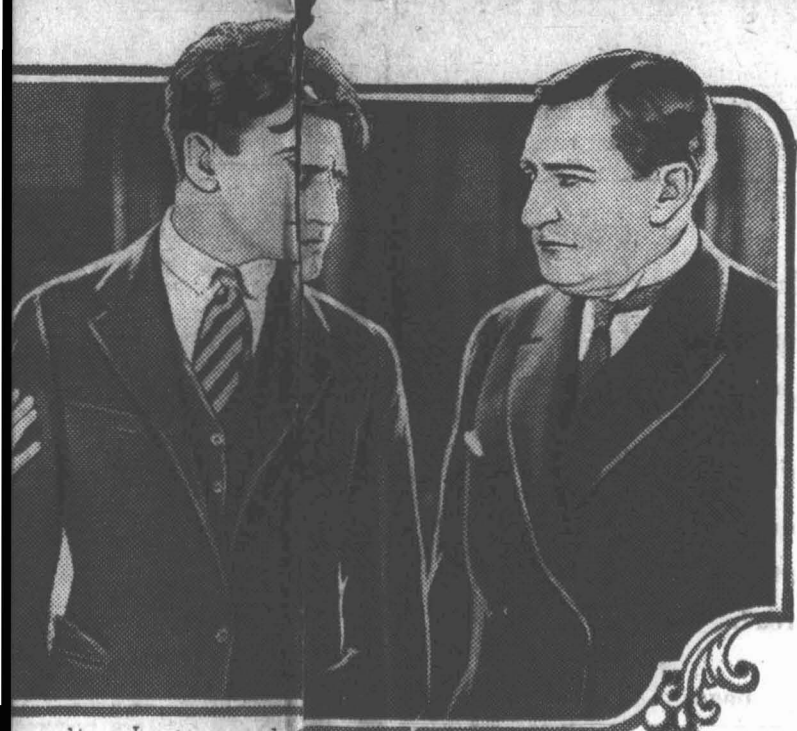
With Mops in the care of his landlady, Jeff has a glorious week with Eleanor. But he is brought to life with a bang by the news that Hardcastle is to run the story. He rushes to town but is too late to stop publication.

The papers are already being sold in the street. Jeff hands Hardcastle a beating.

Heartbroken, Jeff staggers to his room to find Mops now beyond help, cheerfully telling Jeff of her gratitude. Just then Jeff's lawyer brings him a huge sum of money in settlement for an old steel claim, but it arrives too late to help Mops.

Eleanor comes to ask Jeff how he could do such a thing as give the story to the papers. Jeff explains it simply by the fact that a man must live, but the girl understands what he was up against when Hardcastle and the police arrive to arrest him for assault. Jeff tells the yellow editor that he has money enough now to fight him and that he is going to expose him in his mud-slinging game. Hardcastle slinks away, licked.

Eleanor assures Jeff of her forgiveness and love. A few weeks later Jeff is warmly received by the Ross-Faynes, including Clive, whose memory is now completely restored.



Jacqueline Logan and George Nash in a scene from the Paramount Picture "A Man Must Live"

Three-column Production Mat 3P

A Man Must Advertise or His Enemies Will These Live Press Ads Are



Richard Dix and Edna Murphy
in the Paramount Picture
'A Man Must Live'
Production Mat 1PA

RICHARD DIX
in
'A MAN MUST LIVE'
A Paramount Picture

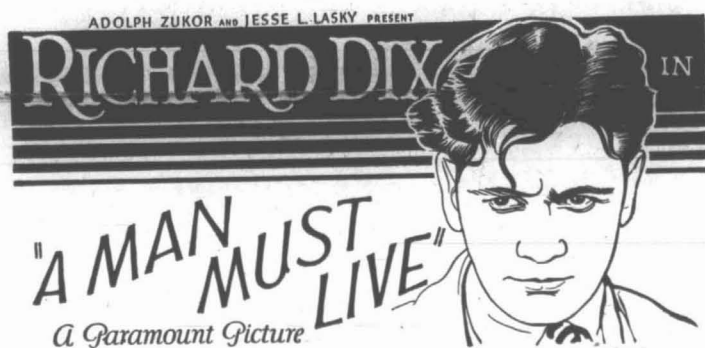
THE sensational new
star in the fighting
role he was made for. With
Jacqueline Logan and prom-
inent cast.

One-column Press Ad 1A

See also the three column
production mat on front
page

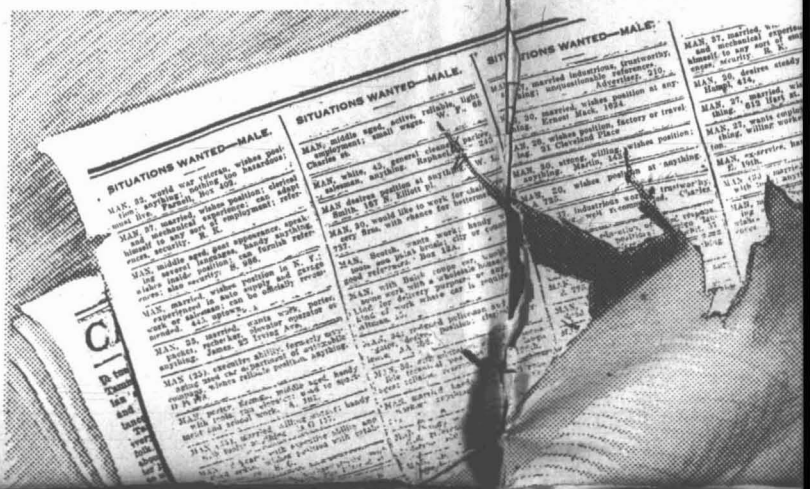


Richard Dix
in the Paramount Picture
'A Man Must Live'
Production Mat 1PB



Two-column Supplementary Press Ad 2AS

Fighting Through to H



RICHARD DIX
in
'A MAN MUST LIVE'

Fighting New York
for a living — see
Dix come through!

MAN, 32, v
wishes pos
nothing too
live. Farnel
ld war veteran,
ion; anything;
hazardous; must
l, Box 402.

Three-column News
paper Advertisement

Novelty Herald

The cuts at bottom of page illustrate the
front cover and the double-page center spread
of the four-page colored herald on this produc-
tion.

Catchlines for Ads or

Are the law of the jungle and the law of
civilization alike? See "A Man Must Live."

Starvation or dishonor—which? He had to
make a choice. And decides?

The story of a man who preferred being
down and out physically to being down and
out morally.

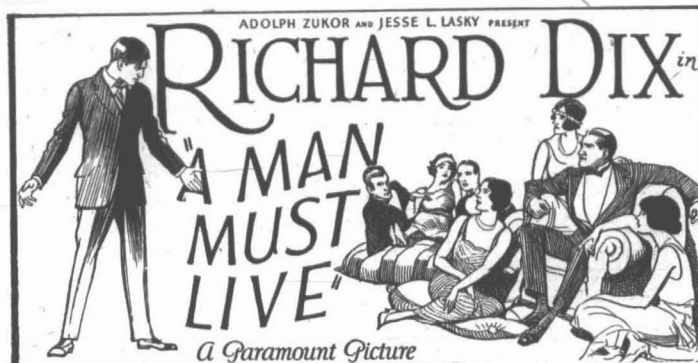
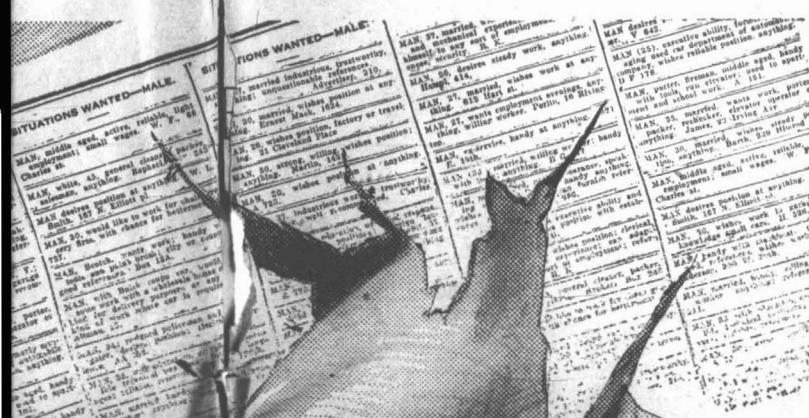
You'll like D
starring picture

Is a starving
every other law
vation?

"\$10,000 if yo
him," is the offer
porter.

or His Business Must Die ss Ads Are Box-Office Boosters

Through to Happiness



Screen
play
by
James
Ashmore

THE drama of a man who had to decide between starving to death or ruining the family of the girl he loves. Based on "Jungle Law" by I. A. R. Williams. Directed by Paul Sloane.

Creelman

Directed by Paul Sloane.

Two-column Supplementary Press Ad 2ASX

CHARD DIX AN MUST LIVE"



ADOLPH ZUKOR
JESSE L. LASKY
PRESENT



It's a 55-screen

Richard Dix and Jacqueline Logan in the Paramount Picture "A Man Must Live"

Production Mat 2P

MAN, 32, World War veteran, wishes position; anything; nothing too hazardous; must live. Farnel Box 402.

A drama with bare-knuckle punch and sure heart-appeal!

Three-column Newspaper Advertisement 3A

es for Ads or Programs

Jungle and the law of
"A Man Must Live."

—which? He had
sides?

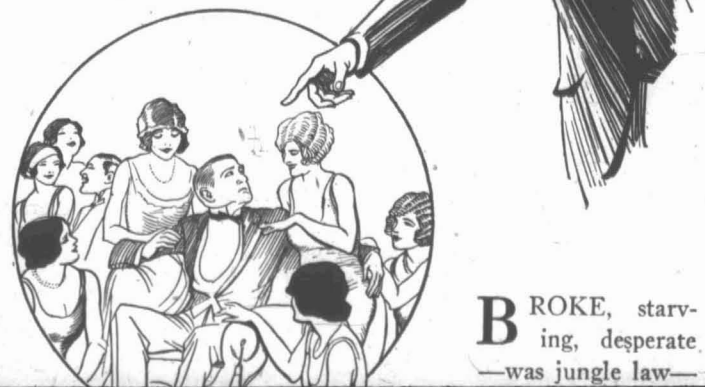
who preferred being
y to being down at

You'll like Dix's second big Paramount starring picture even better than "Manhattan."

Is a starving man justified in forgetting every other law except the law of self-preservation?

"\$10,000 if you get a scandal story about him," is the offer made to Dix, the young reporter.

RICHARD DIX in "A MAN MUST LIVE"



BROKE, starving, desperate—was jungle law—

in A MAN MUST LIVE

a
Paramount
Picture

THE sensational new star in the fighting role he was made for. With Jacqueline Logan and prominent cast.

One-column Press Ad 1A



Richard Dix
in the Paramount Picture
"A Man Must Live"
Production Mat 1PB

See also the three column
production mat on front
page

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

RICHARD DIX

IN

"A MAN MUST LIVE"

A Paramount Picture

Two-column Supplementary Press Ad 2AS

Novelty Herald

The cuts at bottom of page illustrate the front cover and the double-page center spread of the four-page colored herald on this production.

It's one of the finest novelties Paramount has ever issued—a piece of advertising that will get into the homes and bring them running to see the picture.

Back page blank for theatre imprint, etc.

Only \$3.00 per 1,000.

HOW TO MAKE SHADOW PICTURES

by RICHARD DIX

Illustrations posed by the famous star, to be seen in "A MAN MUST LIVE"

RICHARD in "A MAN MUST LIVE"

Fighting New York for a living — see Dix come through!

MAN, 32, old war veteran, wishes position; anything; nothing too hazardous; must live. Farnell, Box 402.

Three-column Newspaper Advertisement

Catchlines for Ads or

Are the law of the jungle and the law of civilization alike? See "A Man Must Live."

Starvation or dishonor—which? He had to make a choice. And decides?

The story of a man who preferred being down and out physically to being down and out morally.

If you were broke and starving, and your one chance of making money meant ruin to someone else, what would you do?

See how DIX races this problem in "A Man Must Live."

He played around with chorus girls—and then came up against life.

You'll like starring picture

Is a starving every other law vation?

"\$10,000 if y him," is the off porter.

"Him" is the And Dix is so days.

What does he

The most po which Dix has

Does the jun or be killed," r

On left—

Front page of herald.

On right—

Double-page centre spread.

Back page left blank



Making the rabbit is cor tively simple, as demonstra Richard Dix.



A bottle are req the "old



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JESSE L. LASKY
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"Him" is the brother of the girl Dix loves. And Dix is so broke he hasn't eaten for two days.

What does he do?

seen in "A Ma

The most powerful dramatic document in which Dix has ever appeared.

chorus girls—and

Does the jungle law, "Eat or be eaten; kill or be killed," rule the city as well?

RICHARD DIX in "A MAN MUST LIVE"



A Paramount Picture

BROKE, starving, desperate—was jungle law—kill or be killed—justified?

You see few pictures with the mighty heart-punch of this one.

Based on "Jungle Law" by I. A. R. Wylie—Screen play by James Ashmore Creelman—Directed by Paul Sloane

Two-column Press Advertisement 2A



One of the many entertaining features of Richard Dix in his new Paramount Picture "A MAN MUST LIVE"

BASED ON "JUNGLE LAW" BY I. A. R. WYLIE
SCREEN PLAY BY JAMES ASHMORE CREELMAN
DIRECTED BY PAUL SLOANE
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

A bottle and a hat cut from paper are required in order to create the "old soak."

"Shadowgraphs are amusing to grownups and kiddies alike," says Paramount's big new star.

the rabbit is com-ple, as demonstra-ted by

separated by

"A Man Must Live", Richard Dix Starring Picture, Is Even L

MORE TRICKS FOR DIX IN "A MAN MUST LIVE"

Newest Paramount Star Has His Own Troubles During the Filming of Second Starring Picture

IF RICHARD DIX continues adding parlor tricks to his repertoire, he soon will have as many entertainments for his friends as the Prince of Wales.

While making "Manhattan," his first Paramount starring picture, Dix learned to manipulate a ventriloquist's dummy, getting a great deal of fun for the picture, the studio staff, and incidentally for himself out of the antics of the mechanical doll.

Before appearing in "A Man Must Live," Dix took lessons from a professional shadowgraph performer to learn how to project a shadow of a horse, a rabbit and other animals on a wall. Every day that Dix wasn't on the set being photographed, he could be found in a corner of the studio practicing his stunts in the glare of a huge spotlight aimed at a wall.

Here, with the aid of a veteran shadowgraph man, he mastered the intricacies of creating shadow animals. Among those offering "valuable" assistance were Paul Sloane, his director, and Jacqueline Logan, who called out to the struggling, frantic Dix:

"Your cat has two tails, Richard!"

"That bunny's been in a fight—he looks ragged!"

"The swan looks as if she's swallowed a rock!"

"How many ears has a horse?"

Dix only looked distracted, and prayed that his next picture would require acting only—and not vaudeville tricks.

"A Man Must Live" is Paul Sloane's first work as a motion picture director. The story is an adaption by James Ashmore Creelman of I. A. R. Wylie's "Jungle Law". Besides Miss Logan, Edna Murphy, George Nash, Charles Beyer and others have important supporting roles.

"A Man Must Live" Set Most Popular at Paramount Studio—the Reason—

Richard Dix's set, in "A Man Must Live" was easily the most popular of all the varied activities at Famous Players Long Island studio recently. Camera men, electricians, property men and other studio casuals not busily engaged on other sets found frequent excuses to wander over to the far corner of the main stage where Dix was making a scene under Paul Sloane's direction.

The reason for this strange attraction was not far to seek. The scene was a close-up of Dix and Edna Murphy seated on a divan, pulling a chicken's wish bone. The action required a clever bit of pantomime as the two tugged away at the little forked bone, with their eyes tight shut, busily making wishes.

Meanwhile twelve young roast chickens were separated from their wishbones. Richard Dix is a healthy young man with a normal appetite, but he averaged only one bite of white meat to each chicken.

The property men and the casual visitors, however, saw that none of it went to waste.

Jacqueline Logan shares feminine honors with Miss Murphy in support of Dix in "A Man Must Live", which comes to the Theatre on next to remain for days. The picture is an adaptation of the story, "Jungle Law," and brings the star to the screen in the role of a newspaper reporter. Other big names in the supporting cast are George Nash, Charles Beyer, Jane Jennings, Lucius Henderson, Dorothy Walters, William Ricciardi and Arthur Housman.

It's better than "Manhattan", they say!

Jacqueline Logan Again Opposite Dix in Famous Forty Picture, "A Man Must Live"

Jacqueline Logan, who appeared with Richard Dix in "Manhattan", his first Paramount starring picture which was shown at the Theatre but a short time ago, heads the cast of "A Man Must Live", Dix's second production as a Paramount star, which opens at the Theatre on on

The story is an adaptation by James Creelman of "Jungle Law" by I. A. R. Wylie. Miss Logan has the role of "Mops" Collins, whom Dix, playing Geoffrey Farnell, World War veteran, reporter, etc., meets at a dance his regiment gives just before departing for France. "Mops" is a dashing, flashing young woman as Farnell remembers her this night.

But a year or so brings many changes. Jeff returns, penniless through the fortunes of war, and begins a seemingly fruitless search for work—any kind, for a man must live. He lands a job as reporter on a scandlemongering sheet and his first assignment happens to be to get a "spicy" story of "Mops," again divorced. This makes about the third change of husbands for her.

Farnell finds "Mops" a mere shadow of her former self. She

Dix Scores in "A Man Must Live"

Jacqueline Logan Heads Supporting Cast

(Synopsis Story)

IN "A MAN MUST LIVE", which opens at the Theatre on, we have Richard Dix in his second Paramount starring picture, directed by Paul Sloane from an adaptation of the story, "Jungle Law", by I. A. R. Wylie. Jacqueline Logan, Edna Murphy, George Nash and others play in support of the star.

Dix, as Geoffrey Farnell, meets Eleanor Ross-Fayne (Miss Murphy) at a dance given by his regiment just before sailing for the battlefields of France. A strong friendship develops between them.

Identity of the other.

Farnell returns to New York, bankrupt through the fortunes of war. He gets a job as a newspaper reporter on a yellow publication and is discharged because of his inability to get a snappy story. In sheer desperation he goes to his editor and asks for a week's salary, promising to bring in some real news within that time. Little does he know where the story is coming from.

Jeff wanders into the city court and recognizes one of the men brought up for trial as his pal of the World War, Clive Ross-Fayne, of a prominent southern family. It is down in the records that Clive had fallen a hero in France. His family had even received the Congressional Medal of Honor.

Here was just the kind of story Jeff was after. Dare he print it?

Torn between loyalty to his old friend and the necessity to live, Geoffrey reports to his paper that he has the story but must go to Maryland to get pictures. When he arrives at the Ross-Fayne home he discovers that Eleanor, the girl he had met a year or so before, is Clive's sister.

Geoffrey phones to Hardcastle, his boss, that there is nothing in the story he has given him and tries to steer the paper away from it. Hardcastle, however, sends his star reporter to get the story and when Jeff sees him on the grounds and finds out what Hardcastle intends doing he rushes back to New York. He isn't in time to stop the presses but he does hand Hardcastle a beating.

There's a great smash climax when Eleanor comes to tell Jeff what she thinks of him for betraying his friends and Hardcastle brings the police to arrest Farnell for assault. Geoffrey succeeds in frightening off the editor and explaining everything to the girl's satisfaction.

A \$100,000 check, payment of one of Jeff's old steel claims, insures a happy future.

"A Man Must Live" New Dix-Paramount Picture

"A Man Must Live", directed by Paul Sloane from James Creelman's adaptation of the story, "Jungle Law", by I. A. R. Wylie, will be the feature at the Theatre on next to remain for days. It's Richard Dix's second starring production for Paramount. Jacqueline Logan, Edna Murphy and others appear in support.

When Geoffrey Farnell (Dix) returns to America after the Great War he spends months in fruitless search for a job, during which time he all but starves to death. He is given a job as reporter on a paper run by the unscrupulous Job Hardcastle. At almost the same time he meets "Mops" Collins, once the toast of the town, now a dancer in a cheap cabaret. She is ill and Farnell cares for her, although he is hardly earning enough to keep himself.

Several weeks pass. One day Hardcastle calls Jeff into his office and

Press Reviews

"A Man Must Live"

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A new star, a new director and something new in the line of screen entertainment—that just sums up "A Man Must Live".

After "Manhattan" there wasn't a doubt that Dix was headed straight along the path to great popularity and his latest picture will establish him firmly right up with the remotest stars of the screen today. Dix in "A Man Must Live" portrays

what is said to be a real newspaper reporter." Geoffrey Farnell, Dix returns from the War and gets a job on a newspaper edited by a man to whom misfortune is his good fortune. He feels the pinch of poverty upon a story that promises the greatest thing his paper has ever run. But it means the exposure of a fellow who serves his side in France—a man "honorable" in the eyes of the world.

"Well, a man must live," says Farnell, and with that he leaves you to draw your own conclusions.

Jacqueline Logan heads the cast playing in Dix's support. Edna Murphy also has an important role. Others are George Nash, Charles Beyer and William Ricciardi.

You'll like "A Man Must Live" better than anything Richard Dix has ever done before.

(Review No. 2)

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Jacqueline Logan appears with Miss Murphy in support of the star in this production which was adapted for the screen by James Creelman. Others prominent on both stage and screen complete the cast.

(Review No. 3)

Richard Dix as a newspaper reporter!

That's the way we find Paramount's newest star in "A Man Must Live", which was shown for the first time in yesterday at the Theatre.

"Manhattan", Dix's first production as a full-fledged star.

Richard Dix's Second Paramount Is Even Better Than "Manhattan"

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Dix in "A Man Must Live" portrays

Strong Cast With Dix in New Film

"A Man Must Live" Coming to Rialto

RICHARD DIX in his new Paramount starring picture, "A Man Must Live", coming to the Theatre next is supported by a cast which far outshines that which appeared with the new Paramount luminary in his first production as a star, "Manhattan".

Jacqueline Logan, who played opposite Dix in "Manhattan", again has an important role. She shares feminine honors with Edna Murphy in "A Man Must Live", adapted by James Creelman from the story, "Jungle Law", by I. A. R. Wylie. Miss Murphy has appeared before in Paramount pictures and was recently seen in "The White Moth".

George Nash plays a heavy role in

RICHARD DIX REAL REEL REPORTER IN NEW FILM

"A Man Must Live" Screen Version of I. A. R. Wylie's "Jungle Law" — Great Cast in Support

RICHARD DIX in his newest Paramount starring picture, "A Man Must Live", has the role of war veteran and newspaper reporter.

Paul Sloane, who directed the production as his first work for the screen, is a firm believer in realism. As a result the newspaper sequence of "A Man Must Live" is the real thing. Before a scene was shot Sloane made a personal visit to the offices of three of New York's foremost newspaper—the Sun, Telegraph and American.

It isn't mere atmosphere that the director has put into the picture. He makes you feel that Dix is not merely playing the role of a reporter, but really is a reporter.

In "A Man Must Live" you have your copy readers, editors, copy boys, ambitious young cubs, battered old reporters, smoking, reading the latest editions—and practically every actor appearing in these scenes had some sort of newspaper experience.

It is against such a background that Dix plays some of the most important scenes in the production which was adapted for the screen by James Ashmore Creelman from the story, "Jungle Law", by I. A. R. Wylie.

Jacqueline Logan, Edna Murphy, George Nash and others have leading roles in the cast playing in Dix's support.

Dix Should be Luckiest Man in the World, If Wishbones Mean Anything

If the old wishbone tradition still holds weight Richard Dix, Paramount's newest luminary, should be the luckiest man in the world.

Dix, during the filming of "A Man Must Live", his second Famous Forty-Paramount starring vehicle, broke no less than twelve of the magic little chicken bones. Edna Murphy, playing in support of the star, shared Dix's luck in these scenes.

Dix and Miss Murphy in the picture meet at a military ball given by Dix's regiment in a New York hotel. It's a case of love at first sight for both. During the filming of the scene, Dix discovered a wishbone in his cold chicken.

Is Dix lucky? Well, he marries Miss Murphy in the production, comes into a young fortune through an old steel claim and—but that's just about enough luck for anyone, in one picture, anyway.

Jacqueline Logan again appears in a strong supporting role opposite the star in "A Man Must Live", coming to the Theatre next The picture is an adaptation of I. A. R. Wylie's "Jungle Law".

Roof Garden One of Highlights in New Paramount Production, "A Man Must Live"

You've seen roof garden scenes and roof garden scenes on the screen but never one that quite comes up to that in Richard Dix's second Paramount star picture, "A Man Must Live", which opens on at the

"Unusual" hardly describes this set—the playground of a wealthy newspaper proprietor, perched atop one of New York's lofty skyscrapers.

To picture fans such scenes have come to mean merely flower boxes, wicker furniture, etc., but in "A Man Must Live" it is an extravagant affair, knee-deep in cushions and oriental rugs. In the distance are the lights of the other skyscrapers of Battery Park, New York City. It is here that Dix enacts one of the most dramatic scenes on the picture.

Jacqueline Logan, who played opposite Paramount's newest star in "Manhattan", also heads the supporting cast in this one. Edna Murphy has a prominent role. Others include George Nash, Charles Beyer, Dorothy Walters, William Ricciardi, Arthur Houseman, Lucius Henderson and Jane Jennings.

Paul Sloane, veteran Paramount scenarist, directed "A Man Must Live", which comes to the on It is his first directorial work.

"A Man Must Live" Closes Run

Richard Dix's newest Paramount picture, "A Man Must Live", his second starring production of Famous' Famous Forty, which was at the Theatre on

York, of and ability er des- and sing to in that ere the court men of the e, of a It is ve had family ssional story it? his old live, that he Mary- he ar- he dis- he had Clive's le, his in the ries to Hard- star re- en Jeff finds ing he e isn't but he climax of what ing his gs the assault ing off ything of one sures a New ctured ted by elman's "Jungle be the Theatre ain for second mount hy and (ix) re- Great fruitless ch time He is paper Hard- time he toast cheap ll cares y earn- Hard-

the picture, that of a yellow news- paper editor. Dix's role in the pro- duction is that of a returned World War veteran who gets a job as re- porter on Nash's paper.

Other big names in the cast are Charles Beyer, Farnell's (Dix) buddy of the battlefields of France; Dorothy Walters, William Ricciardi, Arthur Housman, Lucius Henderson and Jane Jennings.

"A Man Must Live", produced by Paul Sloane, is that director's first work for the screen and Dix's second of Paramount's Famous Forty.

Paul Sloane Makes His Debut as a Director

On his first day as a motion picture director, Paul Sloane, veteran scenario writer for Paramount, had no less than twenty-seven actors, actresses and extra people working on his set at Famous Players Long Island studio. The scene was for "A Man Must Live", adapted from I. A. R. Wylie's "Jungle Law".

Besides Richard Dix, the star, and Miss Jacqueline Logan, Mr. Sloane had the following assortment of character 'bits' to handle: ambulance surgeon, nurse, prima donna, oriental dancer, 7 chorus girls, 2 waiters, 6-piece negro jazz band, oriental dancer, 2-man donkey act, stage manager and cabaret proprietor.

All of which constitutes a man- size day's work for the most hardened old timer. Yet Mr. Sloane, with a pipe firmly clenched between his teeth and rarely raising his voice above a conversational tone, put his people through their paces like a veteran.

"It comes natural," Sloane observed when the day's work was done. "After ten years of writing and observing in a motion picture studio, I ought to know a few of the ropes."

Edna Murphy, George Nash and others prominent on both stage and screen appear in the cast of "A Man Must Live", which will be shown next at the Theatre.

New Director, New Star in "A Man Must Live"

When "A Man Must Live" is shown at the Theatre next it will mark the appearance of a new star and a new director. The star is Richard Dix, and this is only the second picture in which he has had stellar honors, the first being "Manhattan". However, Dix has been playing featured roles in films for some time, notably in "The Ten Commandments" and "Sinners in Heaven", and has a host of admirers. Many declare his work reminds them of that of the late Wallace Reid. Dix has the same sort of aggressive, pleasing personality that made the one and only Wally an idol.

"A Man Must Live" is the first picture ever directed by Paul Sloane, long a prominent screen and stage writer. Sloane was responsible for the story of the popular "Over the Hill," among others, and has mastered the rather intricate art of film-mak-

(Review No. 2)

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"The swan looks as if she's swallowed a rock!"

"How many ears has a horse?"

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"A Man Must Live" Set Most Popular at Paramount Studio —the Reason—

Richard Dix's set in "A Man Must Live" was easily the most popular of all the varied activities at Famous Players Long Island studio recently. Camera men, electricians, property men and other studio casuals not busily engaged on other sets found frequent excuses to wander over to the far corner of the main stage where Dix was making a scene under Paul Sloane's direction.

The reason for this strange attraction was not far to seek. The scene was a close-up of Dix and Edna Murphy seated on a divan, pulling a chicken's wish bone. The action required a clever bit of pantomime as the two tugged away at the little forked bone, with their eyes tight shut, busily making wishes.

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Farnell finds "Mops" a mere shadow of her former self. She manages to eke out an existence dancing in a cheap cafe. She is ill and about to be taken away when Jeff arrives. He takes her to his rooming house and places her in the care of his landlady—all this despite the fact that he scarcely makes enough to keep himself going.

Miss Logan's role in "The Light That Failed" Her "Mops" in "A Man Must Live" is infinitely more appealing.

Edna Murphy, George Nash, Charles Beyer and others appear with Miss Logan in support of the star in the production.

MR. EDITOR—

Here is something which will interest you:

An important survey, containing information of vital value gathered from the public, was recently completed by the Kinema Theatre, Fresno, California. Questionnaires were filled out by a large number of patrons of the Kinema, a representative house catering to a high-class fan audience. In addition, personal investigators were sent out. They interviewed nearly 1,600 people, representing all classes. The compilation of results was made by Beaumont & Hohman, an advertising agency of Fresno.

Here are the two sections of the survey that apply to you:

DO YOU FOLLOW MOTION PICTURE ITEMS IN PAPERS?

Yes 98.5%
No 1.5%

This conclusively shows the reader interest in motion picture news. It is a circulation builder.

DO YOU DISCUSS PICTURES WITH YOUR FRIENDS?

Yes 97.5%
No 2.2%

These results should be of utmost importance to newspaper editors because it shows the widespread interest in motion pictures.

time. Little does he know where the story is coming from.

Jeff wanders into the city court and recognizes one of the men brought up for trial as his pal of the World War, Clive Ross-Fayne, of a prominent southern family. It is down in the records that Clive had fallen a hero in France. His family had even received the Congressional Medal of Honor.

Here was just the kind of story Jeff was after. Dare he print it?

Torn between loyalty to his old friend and the necessity to live, Geoffrey reports to his paper that he has the story but must go to Maryland to get pictures. When he arrives at the Ross-Fayne home he discovers that Eleanor, the girl he had met a year or so before, is Clive's sister.

Geoffrey phones to Hardcastle, his boss, that there is nothing in the story he has given him and tries to steer the paper away from it. Hardcastle, however, sends his star reporter to get the story and when Jeff sees him on the grounds and finds out what Hardcastle intends doing he rushes back to New York. He isn't in time to stop the presses but he does hand Hardcastle a beating.

There's a great smash climax when Eleanor comes to tell Jeff what she thinks of him for betraying his friends and Hardcastle brings the police to arrest Farnell for assault. Geoffrey succeeds in frightening off the editor and explaining everything to the girl's satisfaction.

A \$100,000 check, payment of one of Jeff's old steel claims, insures a happy future.

"A Man Must Live" New Dix-Paramount Picture

"A Man Must Live", directed by Paul Sloane from James Creelman's adaptation of the story, "Jungle Law", by I. A. R. Wylie, will be the feature at the Theatre on next to remain for days. It's Richard Dix's second starring production for Paramount. Jacqueline Logan, Edna Murphy and others appear in support.

When Geoffrey Farnell (Dix) returns to America after the Great War he spends months in fruitless search for a job, during which time he all but starves to death. He is given a job as reporter on a paper run by the unscrupulous Job Hardcastle. At almost the same time he meets "Mops" Collins, once the toast of the town, now a dancer in a cheap cabaret. She is ill and Farnell cares for her, although he is hardly earning enough to keep himself.

Several weeks pass. One day Hardcastle calls Jeff into his office and warns him that unless he brings in a "live" story pretty soon he will be fired. Farnell suddenly realizes that life is but a jungle where every animal keeps alive by preying on other animals. He can't afford to let anything stop him from getting this story—a man must live.

The picture goes on to show how Dix lands his story and almost ruins things in general for himself.

George Nash, Charles Beyer and others appear in the supporting cast.

Richard Dix Due in Latest Paramount Starring Film

Richard Dix comes to the Theatre on in his newest Paramount starring picture, "A Man Must Live", directed by Paul Sloane as his first screen work.

It has been said that the best of Paramount's First Famous Forty are yet to come and they certainly must have had a hunch about "A Man Must Live", adapted from "Jungle Law", by I. A. R. Wylie.

Jacqueline Logan and Edna Murphy head a strong cast playing in support of the star. Others are George Nash, Charles Beyer, Lucius Henderson and Jane Jennings.

Dix's role in the production is said to be that of the screen's first real reporter.

Well, see what you think about it.

ing of a fellow who serve by his side in France—a man "honorable dead" in the eyes of the world.

"Well, a man must live", say Farnell, and with that we leave you to draw your own conclusions.

Jacqueline Logan heads the cast playing in Dix's support. Edna Murphy also has an important role. Others are George Nash, Charles Beyer and William Ricciardi.

You'll like "A Man Must Live" better than anything Richard Dix has ever done before.

(Review No. 2)

Although an entirely different type production than "Manhattan," the Paramount picture, "A Man Must Live", Richard Dix's latest starring picture, which opened yesterday at the Theatre, is well up and beyond his previous production.

Directed by Paul Sloane as his first screen work, "A Man Must Live", adapted from I. A. R. Wylie's story, "Jungle Law", has for its theme the law of the jungle—eat or be eaten; kill or be killed. This is applied when Dix, as a newspaper reporter, in order to keep his own body and soul together is forced to give to his paper a story that will ruin his best friend.

Dix, as Geoffrey Farnell, falls in love with Eleanor Ross-Fayne (Edna Murphy). He discovers that the girl is none other than the sister of his friend—the man about whom he wrote the story. Farnell stops at nothing to prevent publication of the paper, beats up the editor and raises Cain in general—but is too late. The papers are already being sold in the street.

Eleanor, of course, comes to him to tell him what she thinks of him. By a queer twist of fate, matters take a sudden change and Dix is left in a position to explain everything to the girl's satisfaction and, what is more, can now combat the yellow editor who ran his story while he (Farnell) was out of town.

Jacqueline Logan appears with Miss Murphy in support of the star in this production which was adapted for the screen by James Creelman. Others prominent on both stage and screen complete the cast.

(Review No. 3)

Richard Dix as a newspaper reporter!

That's the way we find Paramount's newest star in "A Man Must Live", which was shown for the first time in yesterday at the Theatre.

"Manhattan", Dix's first production as a full-fledged star, was a kind of a picture to make you laugh, although there was plenty of action in it, too. "A Man Must Live" is an entirely different type production.

that will coax not a few tears from your eyes.

Dix, in the role of Geoffrey Farnell, returned World War veteran, has a good word for the world and everyone in it—even though he did get more or less of a rough deal himself. His first assignment as a reporter is to get a story on "Mops" Collins, a girl he had met just before his departure for France. What a change a few years have made in this girl—once the toast of Broadway and twice divorced, now she is a dancer in a dingy cabaret. She is ill and about to be hauled away to a hospital. Jeff, listening to her pleading, takes her to his rooming house and places her under a doctor's care.

Penniless, Farnell cannot buy medicine for the dying girl. In sheer desperation he goes to his editor and asks for a week's salary, promising within that time to bring in a real story—and little does he know what that story is to mean to him. Where he thought it would mean his happiness, it almost ruins it; where he had thought to gain much by it, he almost loses all.

"A Man Must Live" is a story made-to-order for Dix. In it he makes the hit of his career!

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of the battlefields of France; Dorothy Walters, William Ricciardi, Arthur Houseman, Lucius Henderson and Jane Jennings.

“A Man Must Live,” produced by Paul Sloane, is that director’s first work for the screen and Dix’s second of Paramount’s Famous Forty.

Paul Sloane Makes His Debut as a Director

On his first day as a motion picture director, Paul Sloane, veteran scenario writer for Paramount, had no less than twenty-seven actors, actresses and extra people working on his set at Famous Players Long Island studio. The scene was for “A Man Must Live,” adapted from I. A. R. Wylie’s “Jungle Law”.

Besides Richard Dix, the star, and Miss Jacqueline Logan, Mr. Sloane had the following assortment of character ‘bits’ to handle: ambulance surgeon, nurse, prima donna, oriental dancer, 7 chorus girls, 2 waiters, 6-piece negro jazz band, oriental dancer, 2-man donkey act, stage manager and cabaret proprietor.

All of which constitutes a man-size day’s work for the most hardened old timer. Yet Mr. Sloane, with a pipe firmly clenched between his teeth and rarely raising his voice above a conversational tone, put his people through their paces like a veteran.

“It comes natural,” Sloane observed when the day’s work was done. “After ten years of writing and observing in a motion picture studio, I ought to know a few of the ropes.”

Edna Murphy, George Nash and others prominent on both stage and screen appear in the cast of “A Man Must Live,” which will be shown next at the Theatre.

New Director, New Star in “A Man Must Live”

When “A Man Must Live” is shown at the Theatre next it will mark the appearance of a new star and a new director. The star is Richard Dix, and this is only the second picture in which he has had stellar honors, the first being “Manhattan”. However, Dix has been playing featured roles in films for some time, notably in “The Ten Commandments” and “Sinners in Heaven”, and has a host of admirers. Many declare his work reminds them of that of the late Wallace Reid. Dix has the same sort of aggressive, pleasing personality that made the one and only Wally an idol.

“A Man Must Live” is the first picture ever directed by Paul Sloane, long a prominent screen and stage writer. Sloane was responsible for the story of the popular “Over the Hill,” among others, and has mastered the rather intricate art of film-making through years of studio experience.

In “A Man Must Live,” Dix plays the part of a newspaper reporter who is called upon to face the dilemma of either writing a scandal story

about the brother of the girl he loves or of starving to death. Edna Murphy impersonates the sweetheart, and Jacqueline Logan has a prominent role also. The picture is a Paramount and is said to be well filled with engrossing entertainment.

Medal of Country’s Most Decorated Man in Dix Film

The Congressional Medal of Honor awarded to Richard O’Neil of the 165th Infantry, the most decorated man in the country, was used in Richard Dix’s latest Paramount picture, “A Man Must Live,” coming to the Theatre on

The medal was borrowed by Paramount studio officials from O’Neil, for use in a scene in the picture wherein the Congressional Medal is awarded to the parents of a hero of the World War. Realizing the inestimable value of such a token of the Government’s gratitude, and knowing that it is almost impossible to replace such a medal in case of loss, Paul Sloane, the director, detailed a special man to guard it throughout the time required to make the scenes. All concerned in the production of the picture heaved a huge sigh of relief when the episode had been completed without mishap, and the precious decoration safely restored to its owner.

Jacqueline Logan and Edna Murphy head the cast playing in support of Paramount’s newest star.

I. A. R. Wylie.

Jacqueline Logan, Edna Murphy, George Nash and others have leading roles in the cast playing in Dix’s support.

Dix Should be Luckiest Man in the World, If Wishbones Mean Anything

If the old wishbone tradition still holds weight Richard Dix, Paramount’s newest luminary, should be the luckiest man in the world.

Dix, during the filming of “A Man Must Live”, his second Famous Forty-Paramount starring vehicle, broke no less than twelve of the magic little chicken bones. Edna Murphy, playing in support of the star, shared Dix’s luck in these scenes.

Dix and Miss Murphy in the picture meet at a military ball given by Dix’s regiment in a New York hotel. It’s a case of love at first sight for both. During the filming of the scene, Dix discovered a wishbone in his cold chicken.

Is Dix lucky? Well, he marries Miss Murphy in the production, comes into a young fortune through an old steel claim and—but that’s just about enough luck for anyone, in one picture, anyway.

Jacqueline Logan again appears in a strong supporting role opposite the star in “A Man Must Live”, coming to the Theatre next The picture is an adaptation of I. A. R. Wylie’s “Jungle Law”.

Roof Garden One of Highlights in New Paramount Production, “A Man Must Live”

You’ve seen roof garden scenes and roof garden scenes on the screen but never one that quite comes up to that in Richard Dix’s second Paramount star picture, “A Man Must Live”, which opens on at the Theatre.

“Unusual” hardly describes this set—the playground of a wealthy newspaper proprietor, perched atop one or New York’s lofty skyscrapers.

To picture fans such scenes have come to mean merely flower boxes, wicker furniture, etc., but in “A Man Must Live” it is an extravagant affair, knee-deep in cushions and oriental rugs. In the distance are the lights of the other skyscrapers of Battery Park, New York City. It is here that Dix enacts one of the most dramatic scenes on the picture.

Jacqueline Logan, who played opposite Paramount’s newest star in “Manhattan”, also heads the supporting cast in this one. Edna Murphy has a prominent role. Others include George Nash, Charles Beyer, Dorothy Walters, William Ricciardi, Arthur Houseman, Lucius Henderson and Jane Jennings.

Paul Sloane, veteran Paramount scenarist, directed “A Man Must Live”, which comes to the Theatre on It is his first directorial work.

“A Man Must Live” Closes Run

Richard Dix’s newest Paramount picture, “A Man Must Live”, his second starring production of Famous’ Famous Forty, which was shown for the first time in at the Theatre on last, will close its run there today.

The picture is Paul Sloane’s first directorial work and includes Jacqueline Logan, Edna Murphy, George Nash, Charles Beyer and others in a high class cast.

The story is an adaptation of “Jungle Law” by I. A. R. Wylie. It offers Dix his finest screen opportunity and he has made the most of it.

Better than “Manhattan”? Judge for yourself!

PARAMOUNT EXPLOITEERS

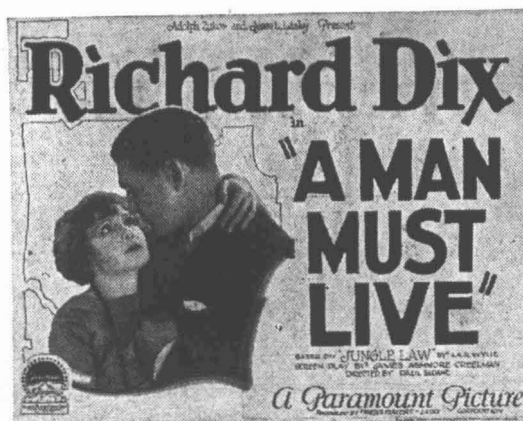
HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

BIRCH, AL G.	1625 Court Place	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	302 Jefferson St.	Dallas, Tex.
		(and San Antonio, Tex.)
EAGLES, HARRY C.	2017 Third Avenue	Seattle, Wash.
		(and Portland, Ore.)
ESHENFELDER, GEORGE	110 N. Lee Street	Jacksonville, Fla.
		(and Charlotte, N. C.)
GAMBRILL, GEORGE	3721 Washington Blvd.	St. Louis, Mo.
GAVIN, THOMAS	110 West 18th St.	Kansas City, Mo.
GEYER, ERNEST	51 Luckie St.	Atlanta, Ga.
HELLMAN, JACK	1100 First Avenue N.	Minneapolis, Min.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MC CONVILLE, JOHN P.	8 Shawmut St.	Boston, Mass.
		(and Portland, Me.)
MEDELSSOHN, WILLIAM	1563 East 21st St.	Cleveland, O.
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chicago, Ill.
PICKERING, HAROLD W.	133 E. 2nd St., So.	Salt Lake City, Utah
RENAULT, KENNETH	2949 Cass Avenue	Detroit, Mich.
ROBSON, WILLIAM N.	1018 Forbes St.	Pittsburgh, Pa.
		New York, N. Y.
		(and Albany, N. Y.)
SHEILD, CORBIN	331 W. 44th St.	Los Angeles, Cal.
SWIFT, HARRY	924 S. Olive St.	Oklahoma City, Okla.
TAYLOR, WM.	514 Grand Ave.	Peoria, Ill.
THOMAJAN, F. K.	113 S. Monroe St.	Columbus, O.
WAGNER, CHAS. E.	251 N. 5th St.	Washington, D. C.
WALL, EDWARD J.	1101 N. Capitol Ave.	Indianapolis, Ind.
WATERSTREET, IRVIN A.	38 S. Capitol Ave.	Philadelphia, Pa.
WHELAN, LESLIE F.	1219 Vine St.	Omaha, Nebr.
WUEST, JAMES M.	1610 Davenport St.	(and Des Moines, Iowa.)
		Buffalo, N. Y.
WILLIAMS, GEORGE E.	254 Franklin St.	Wilkes Barre, Pa.
ZELTNER, IRWIN	62 N. State St.	



Richard Dix in "A Man Must Live" PARAMOUNT PAPER THAT P

"If It's Worth Running, It's Worth A



It's Colored INSERT CARDS

Insert cards are the handy members of the poster family—you'll find a dozen different uses for them. And they're cheap!



SET OF EIGHT COLORED LOBBY CARDS

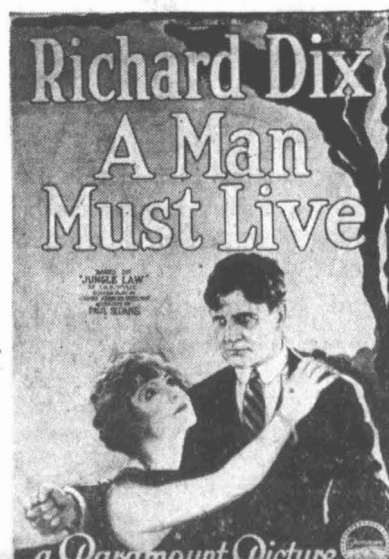
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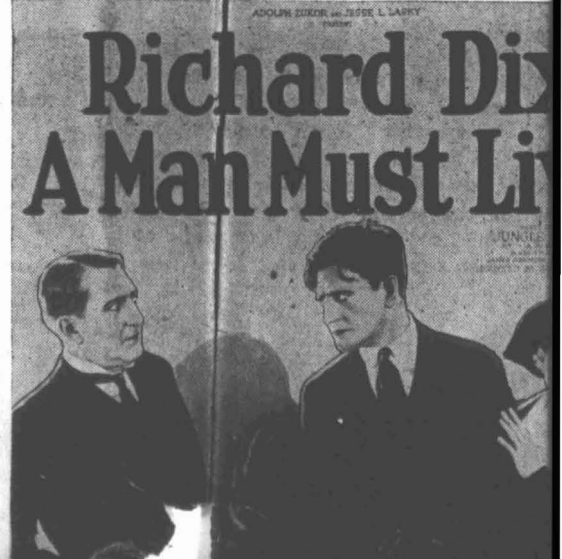
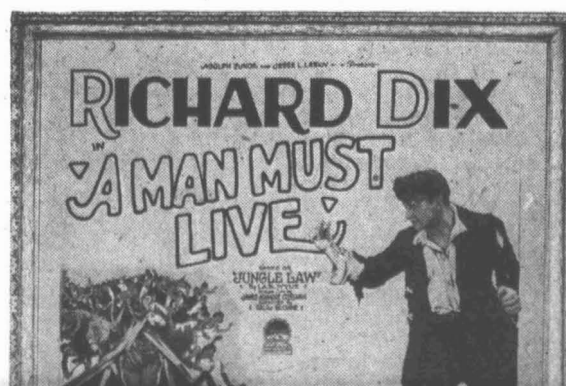
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POSTERS (as illustrated on this page)		One Column	.05
One Sheet (1A and 1B)	.15	Two Column	.10
Three Sheet (3A and 3B)	.45	Supplementary (Two Column) (Adv. Only)	.10
Six Sheet (6A)	.75	Three Column	.15
Twenty-four Sheet (24A)	2.40	FOR GENERAL EXPLOITATION	
PHOTOS FOR YOUR LOBBY		GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
22 x 28 (Colored)	.40	Insert Cards (14 x 36 in. to fit above)	.25
11 x 14 Set of Eight (Colored)	.60	22 x 28 Gilt Frames	1.50
STAR CUTS OF DIX		Heralds, per thousand	3.00
One Column	.25	Window Card	.07
Two Column	.40	Announcement Slide	.15
Three Column	.90	Publicity Photos, Each	.10
Circle Thumbnail (Coarse or Fine)	.15	Trailers—National Screen Service	
For Newspaper Ads		126 W. 46th St., New York City	
ADVERTISING CUTS		845 So. Wabash Ave., Chicago, Ill.	
One Column	.35	917 So. Olive Street, Los Angeles, Cal.	
Two Column	.65	284 Turk St., San Francisco	
Supplementary (Two Column)	.25		

Press Books and Music Cues are gratis.



Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!



Dix in "A Man Must Live"

PER THAT PACKS THE PUNCH

Worth Running, It's Worth Advertising"



It's Colored

INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



CLASSY LOBBY DISPLAY—EACH 11" x 14"

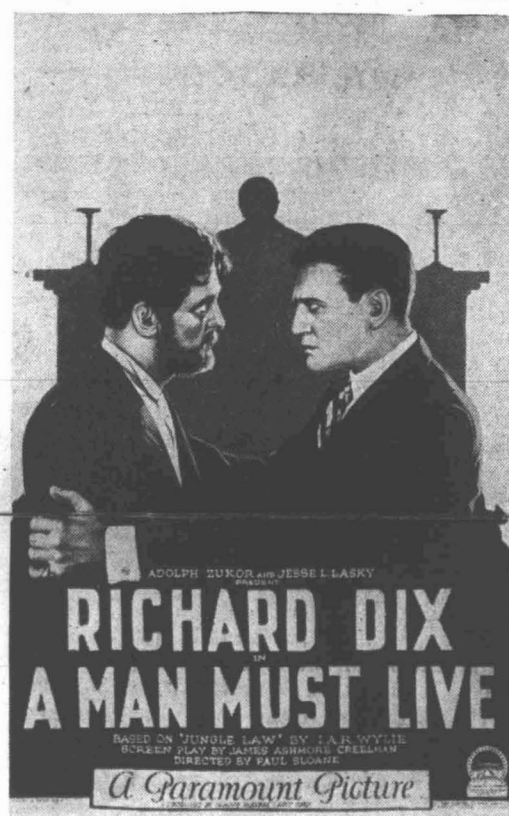
Trailer Service

National Screen Service, Inc., issues an excellent Service Trailer on "Locked Doors."

It consists of 75 feet of film, including several good selling titles and a half dozen carefully selected punch scenes from the picture. It sells for \$5 during the first four months after release date, with refund of \$1.50, if returned within two weeks of booking. After four months, cost is \$2.50, with \$1 refund if returned in two weeks. It thus costs you \$3.50 or \$1.50 net, depending on when you play the picture.

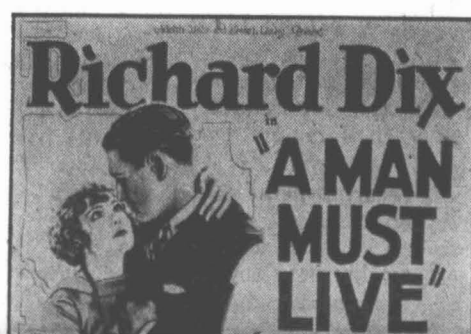
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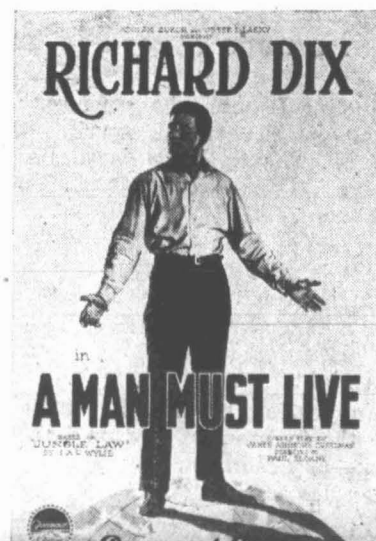


Richard Dix

A Man Must Live



Put the picture over the top by putting posters over the town. Here are real business-getters!





SET OF EIGHT COLORED LOBBY CARDS

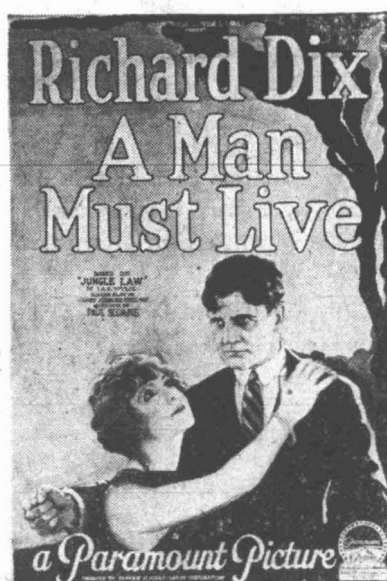
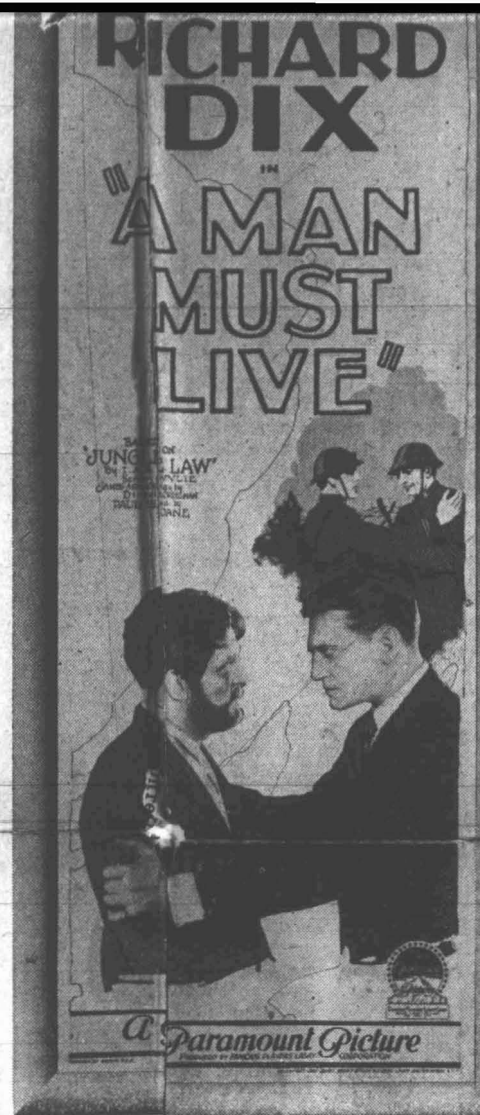
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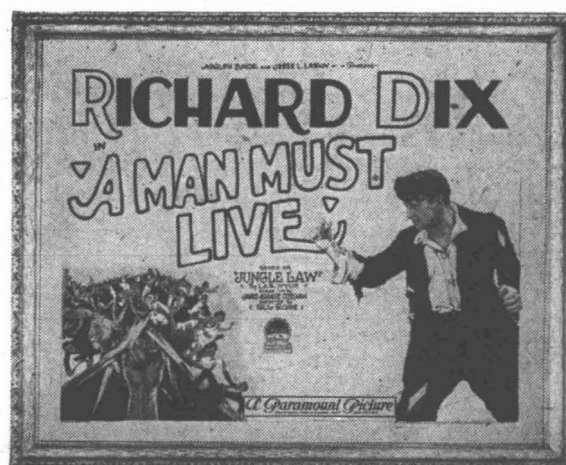
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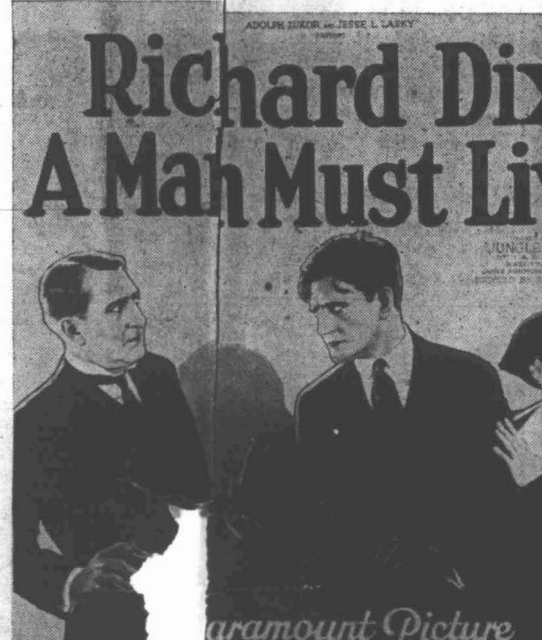


One Sheet Poster 1A

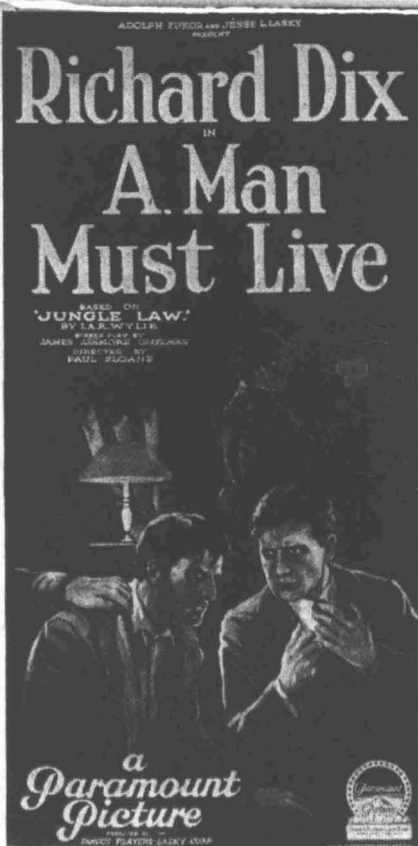
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Colored Lobby Card (22" x 28")



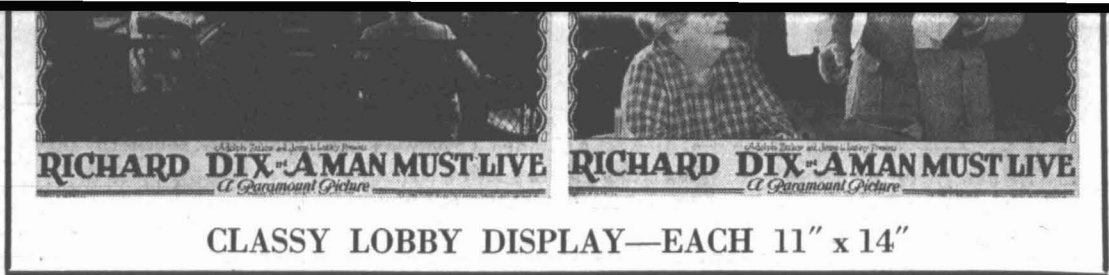
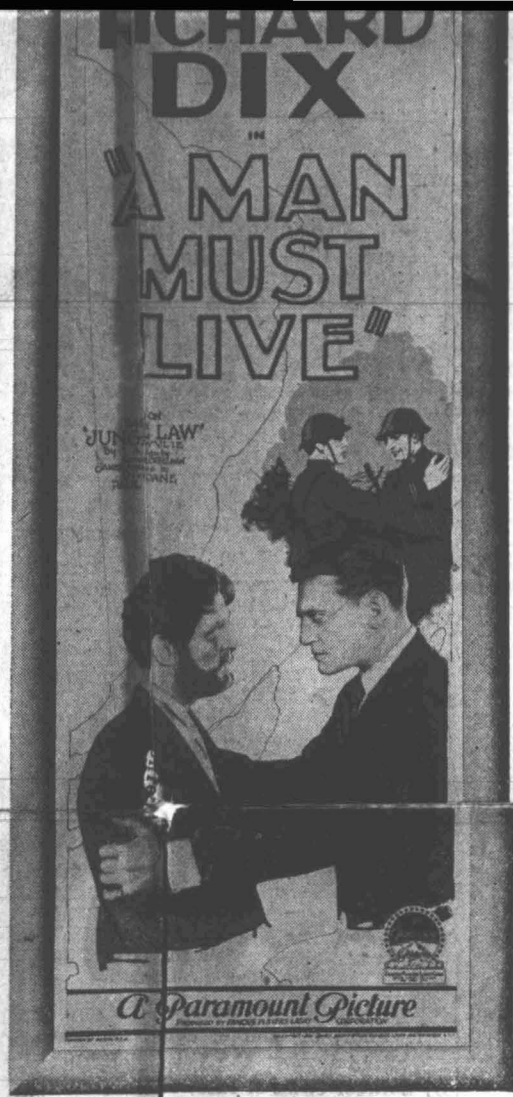
Six Sheet Poster 6A



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A



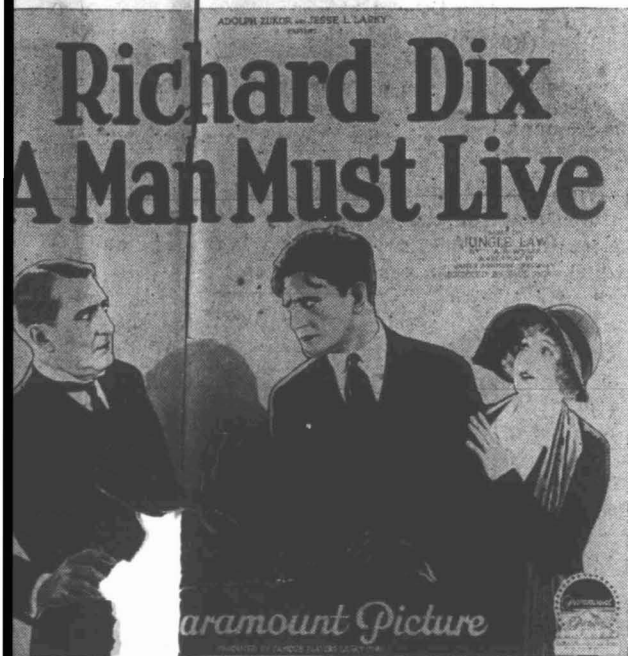
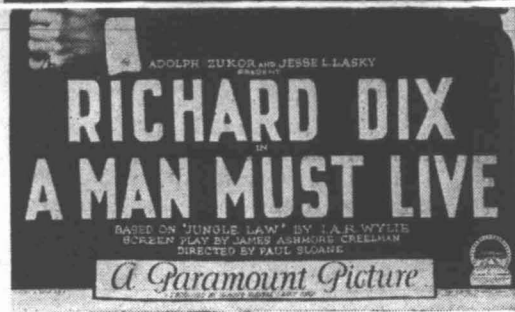
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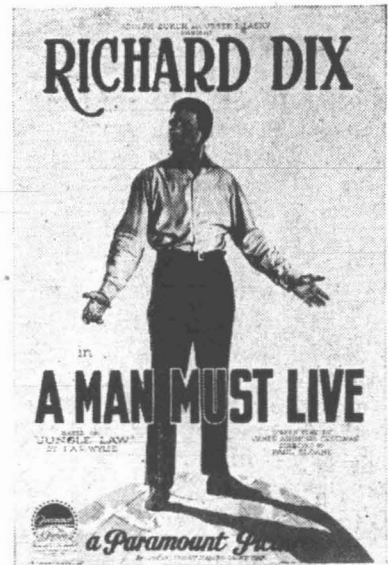
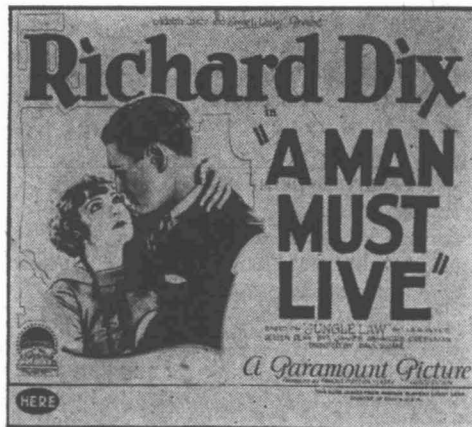
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You can get a regular monthly Trailer Service, including trailers on the productions of Paramount and all other companies, special animated openings and closings with your theatre name on them, and many other trailer accessories, for a nominal sum.

Write to your nearest National Screen Service office. See Price List on this page.



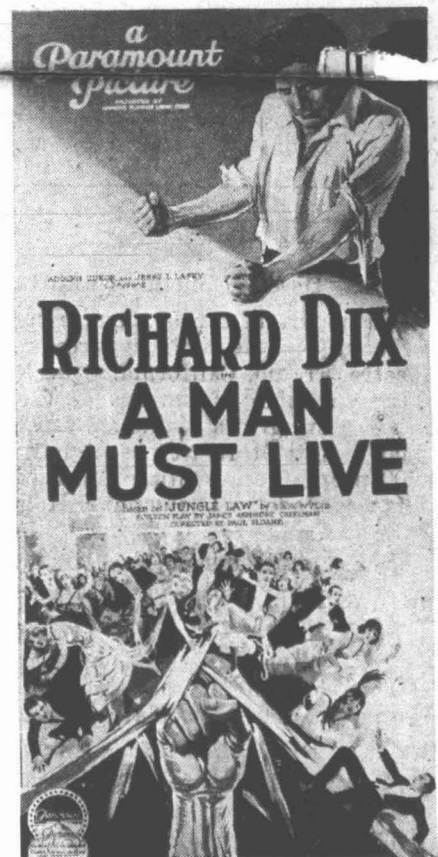
Put the picture over the top by putting posters over the town. Here are real business-getters!



One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B

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Collections Summary:

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Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

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